

How Quantcast Partners with U of Digital to Educate Its Team, Increase Confidence, and Close More Deals

Ad tech leader Quantcast leverages education to turn its sales execs into savvy consultants

204

workshops delivered
in 2.5 years

300+

Quantcast learners

13,000+

U of Digital
newsletter opens

Goal

Help sales teams close and retain more accounts.

Quantcast has worked in the programmatic sphere to help brands, agencies, and publishers grow their audiences since 2006.

Quantcast needed educational support to help onboard new employees and keep veteran salespeople current on key industry developments without bogging down the company's internal training team. Specifically, they needed an external partner to provide education that covers where the industry is today—and where it's headed tomorrow.



Deliver ongoing digital advertising education to salespeople.

To be a successful programmatic seller in today's competitive marketplace, Quantcast sales leaders knew they had to adopt a more consultative approach with clients. "A customer-focused approach is standard, and that means being knowledgeable," said Bryan Camella, the Regional Vice President of Sales - Central & West, an area that includes Dallas, Chicago, Detroit, Los Angeles, San Francisco, and Seattle. As Regional VP, Camella is responsible for sales outcomes across these high volume branches.

To ensure that salespeople were fluent in the latest ad tech news and trends, Quantcast partnered with U of Digital for ad tech expertise starting in 2019. Since then, U of Digital has supplied bi-weekly workshops on the industry's most important topics—such as data clean rooms, identity, and connected TV— and weekly touchpoints through a newsletter with the most relevant industry news, context, and perspective.

Quantcast has now deployed U of Digital in five global markets. "U of Digital has given us the tools to confidently take what we know and what we do out to our clients," Camella said. "I really feel like U of Digital is an extension of Quantcast. With the depth of knowledge and leadership they bring to Quantcast, we really can't go wrong."

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BRYAN CAMELLA

Regional Director, Field Sales
South & Central

Quantcast



Results

More knowledgeable, effective sales teams.

"What U of Digital does is just so well done," Camella said. "It's really the industry's gold standard." From tailored training with U of Digital's network industry experts to certifications and client-facing workshops, Camella reports that "in the last several years where we have been successful, it has been in part through partnerships like the one we have with U of Digital."

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Quantcast is reaping many benefits from its partnership with U of Digital:



An Educated Salesforce

Quantcast teams in every region are engaging with U of Digital's fun, accessible curriculum and newsletters, improving their problem-solving abilities to more effectively serve their clients. To date, 300+ Quantcast employees have taken workshops with U of Digital, and many are on the path to be certified as ad tech sellers and account managers.



Time Saved

Amid overflowing inboxes and articles marked to read later, it's easy to miss important news that has a ripple effect in the industry. "Everything I need to know is in the digest that U of Digital provides in the weekly newsletter," Camella said. "That's all I really need." To date, there have been 13,000+ unique newsletter opens by Quantcast team members.



Improved Employee Satisfaction

U of Digital is a tool that companies can use to combat high attrition rates across the digital advertising industry. "You've got to give your teams what they need to succeed in this business," Camella observed. "And you've got to pay attention to your people. Training and resources is one way of being in tune with your people and showing them you care."



Competence and Confidence

U of Digital's educational resources enable junior staff and seasoned ad executives alike to walk into client meetings with greater confidence. "The more experienced employees know that you always have to be learning and evolving," Camella said.